

## IN THE SPECIFICATION

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please **REPLACE** the paragraph beginning at page 1, lines 6-11, as follows:

The present invention relates to an advertisement display system for determining a sponsor of an advertisement tenant contained in digital contents ~~øffor~~ a medium capable of transmitting/receiving the digital contents as a digital image, such as the Internet and a digital TV, by auction. In particular, the present invention relates to an advertisement display system in which the degree of attention to advertisement is adjusted by using an advertising character.

Please **REPLACE** the paragraph beginning page 6, line 31 and ending at page 7, line 4, as follows:

Reference numeral 2 denotes an advertisement tenant bidding part for presenting a price at which an advertisement sponsor desires to provide advertisement ~~with respect to by~~ becoming an advertisement tenant shown in the disclosed outline of digital contents. Herein, an advertisement tenant refers to a billboard shown in the outline of contents, articles such as a car and a magazine used in the contents, or a character used in the contents.